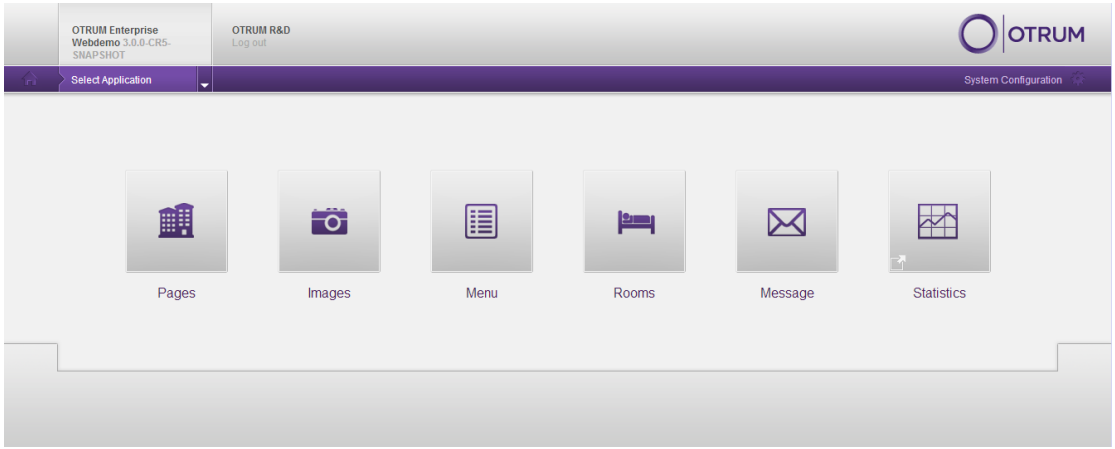
OTRUM Enterprise Reception Web 3.0



June 2013

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1. USER MANUAL

A) ABOUT OTRUM ENTERPRISE WEB

Together with your OTRUM Enterprise in-room interactive solution, OTRUM provides hotel staff with an easy to use web application for the configuration, setup and monitoring of the system installation.

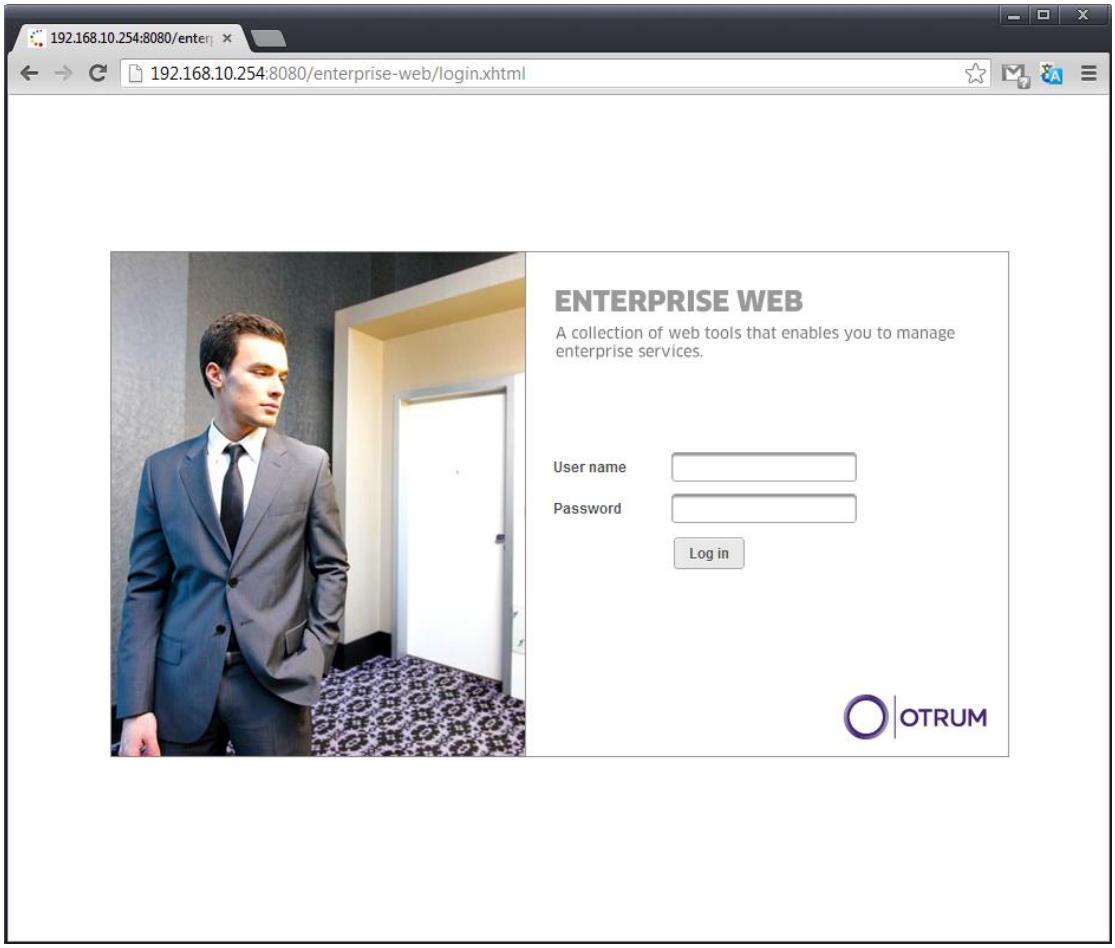
This intuitive web application can be accessed from any web enabled device connected on the same network as the OTRUM Enterprise server. Alternatively, if your OTRUM Enterprise server is available via a public IP (Internet) address, then you can access the web application from any internet connection, either fixed or mobile.

In some circumstances, you will need to use the browser on the OTRUM Enterprise server.

The web address for your web application will be provided at installation.

B) LOGGING IN

Open your web browser and type the address you have been given for your local installation:

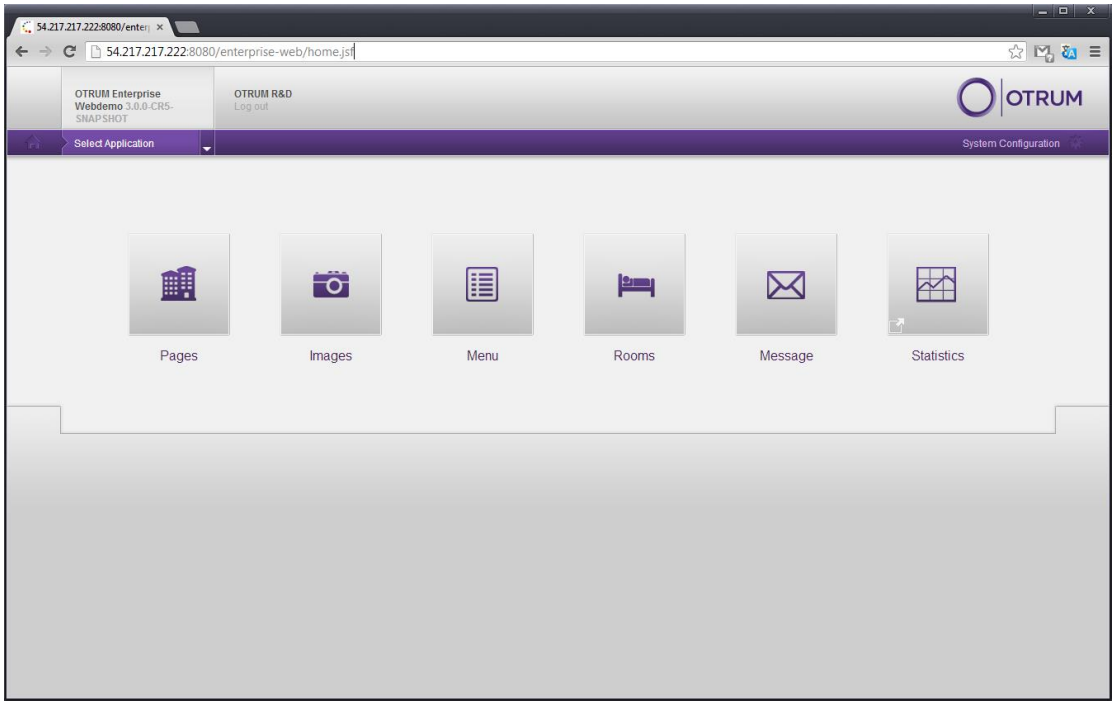


Bookmark this address for later use.

Then enter the user name and password you have been provided with.

C) HOME SCREEN

This is your home screen for the OTRUM Enterprise web application.

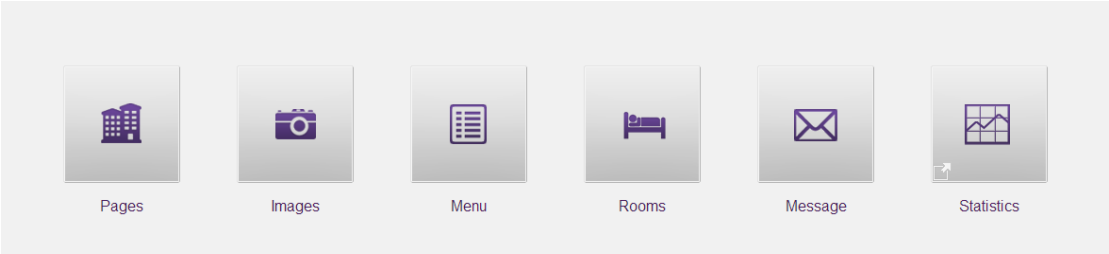


At any time you can press the home icon to return to this page:

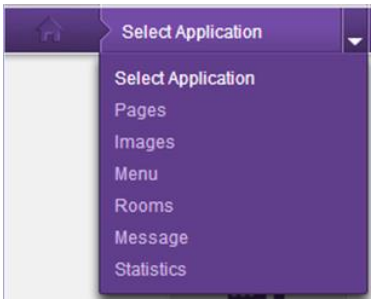
D) THE APPLICATIONS

There are 6 applications available in OTRUM Enterprise version 3.0

1) Pages
2) Images
3) Menu
4) Rooms
5) Message
6) Statistics



To select one of the applications, you may click on the icon provided or use the 'dropdown' function titled "Select Application":



2. PAGES

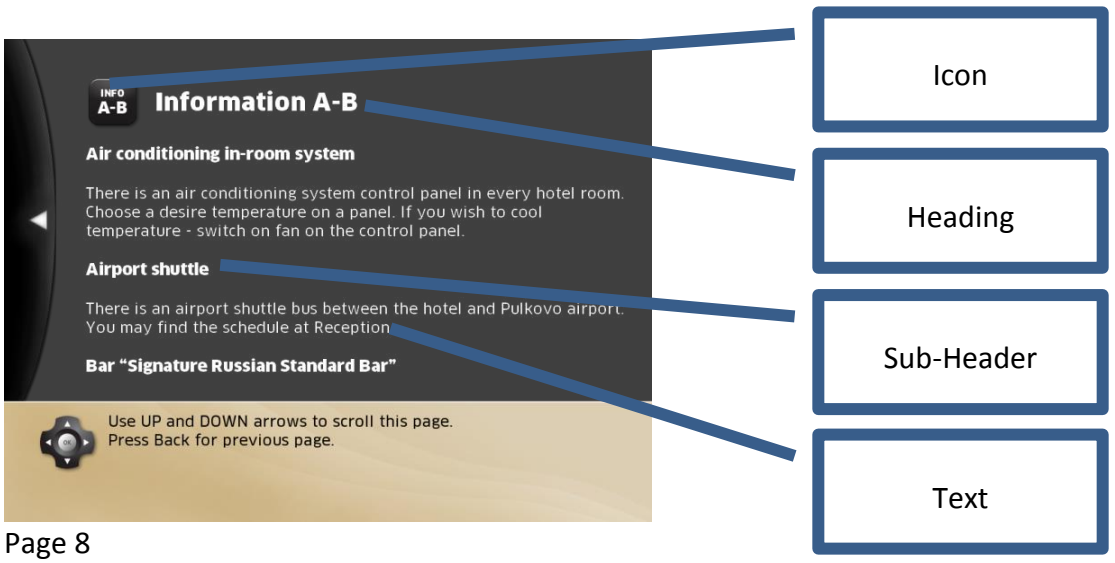
In this section you create, edit and publish the hotel/city information pages within OTRUM Enterprise. These pages are displayed both on the in-room TV and on the Otrum Connect app for iOS (iPhone) devices.

On the TV screen the guest is normally presented with a matrix of icons, representing different hotel information categories. This may be alphabetical (as in the example below) or grouped into themes; i.e. Dining, Entertainment, etc…

A) TERMINOLOGY

There are some specific terms used in the page creation, these are explained below:

- Matrix Icon
- Heading
- Description
- Sub-Header
- Text

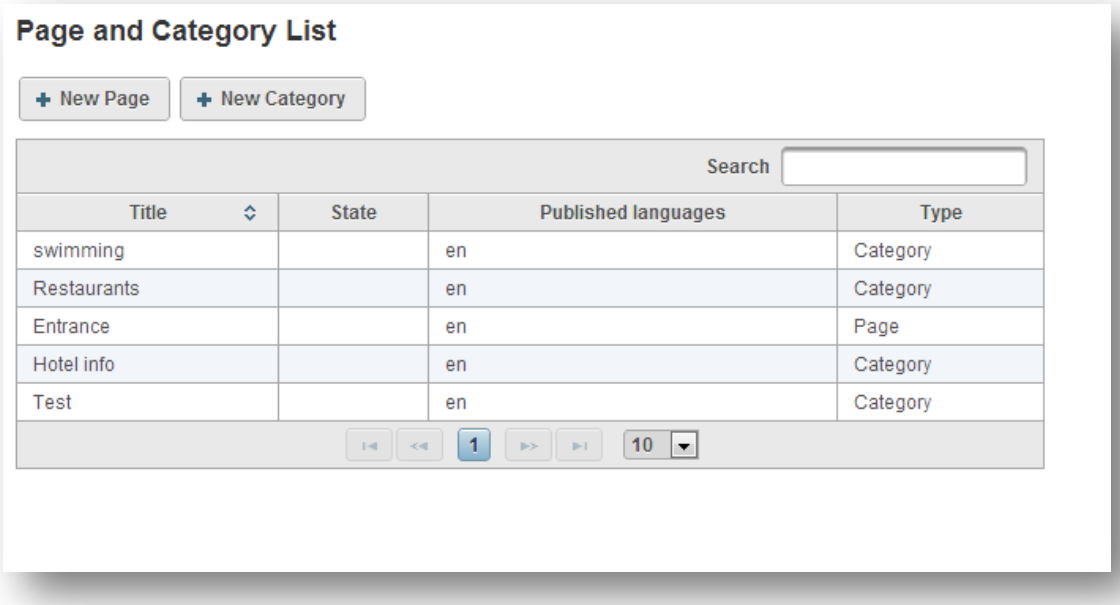

INFO A-B
Information A-B
Air conditioning in-room system
There is an air conditioning system control panel in every hotel room. Choose a desire temperature on a panel. If you wish to cool temperature - switch on fan on the control panel.
Airport shuttle
There is an airport shuttle bus between the hotel and Pulkovo airport. You may find the schedule at Reception
Bar "Signature Russian Standard Bar"
Use UP and DOWN arrows to scroll this page.
Press Back for previous page.
Icon
Heading
Sub-Header
Text

B) THE PAGE LIST

NOTE: Before you begin to create new pages, it is advisable to upload all needed artwork first. Please see the section starting on page 13.

When you enter the 'Pages' application, you will be presented with a list of hotel info pages available in the system today. If this is the first time you are logging in it will of course be empty. In this tool you must enter the pages, and the categories to which they belong.

Title: This is your own name for the page – not shown to the guest
State: Pages are either in DRAFT or PUBLISHED state
Enabled Languages: Quite simply, which language versions are stored



To edit an existing item, click on the name of the item in the left column.

Each page belongs to a category, i.e.

Category = **Room Service Menu**

Pages = **Breakfast, Lunch, Dinner**

Or

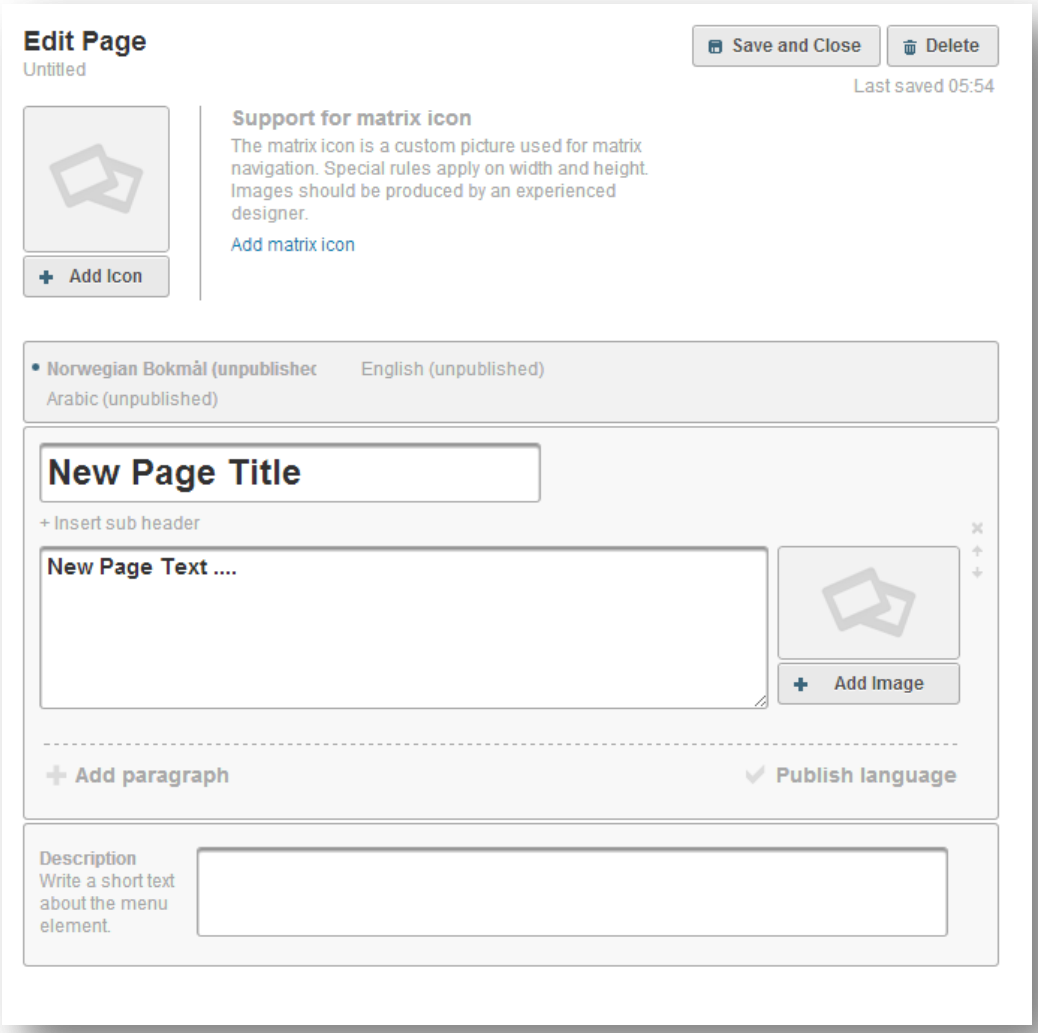
Category = **Hotel Information**

Pages = **Restaurant, Spa, Bars**

C) ADDING A NEW PAGE

To add a new page press the "+ New Page" button:

This will load an empty template, where you can complete the available fields:



STEP 1: Start by adding both the Icon and the Matrix Icon (both chosen from the image library)

STEP 2: Add the header, sub-header, text, description and images for one language

STEP 3: Press the "Publish Language" link

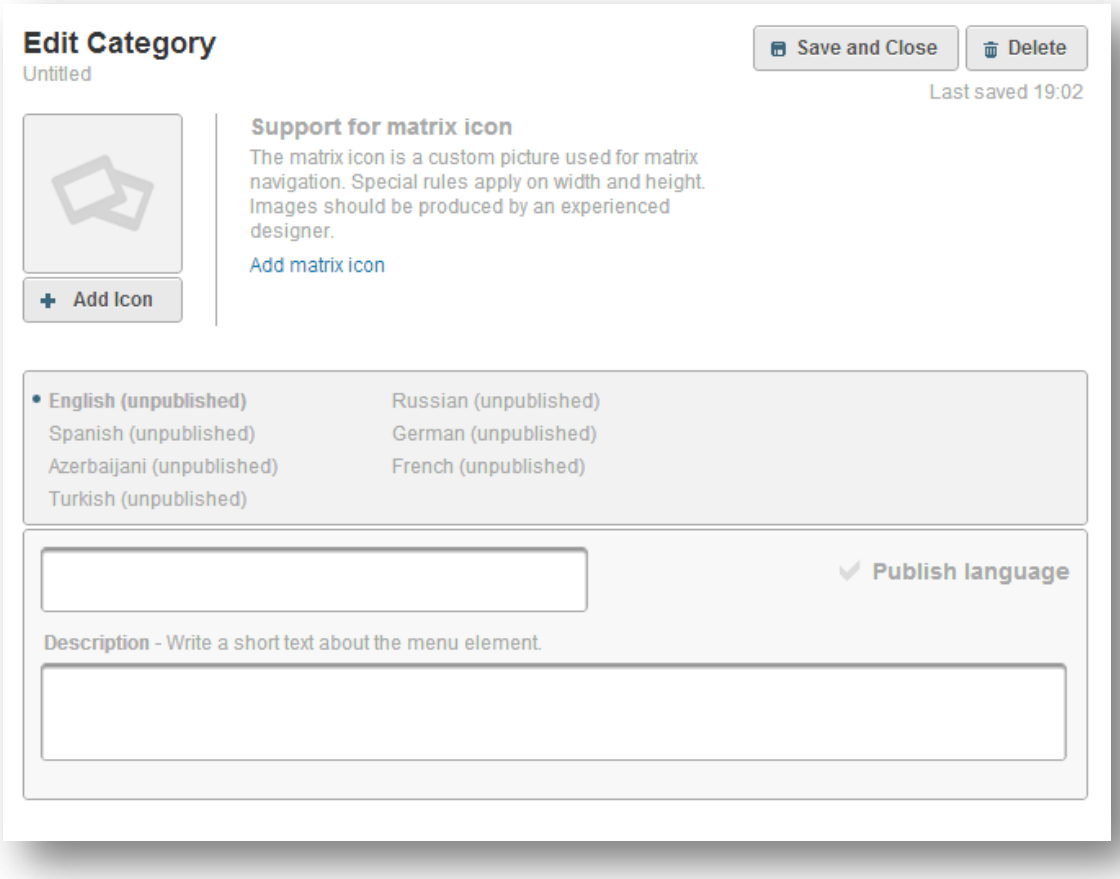
STEP 4: Repeat STEP 2 and STEP 3 for all languages

To exit press "Save and Close" button

D) ADDING A NEW CATEGORY

To add a new page press the “+ New Category” button:

This will load an empty template, where you can complete the available fields:



STEP 1: Start by adding both the Icon and the Matrix Icon (both chosen from the image library)

STEP 2: Add the title of the category and images for one language

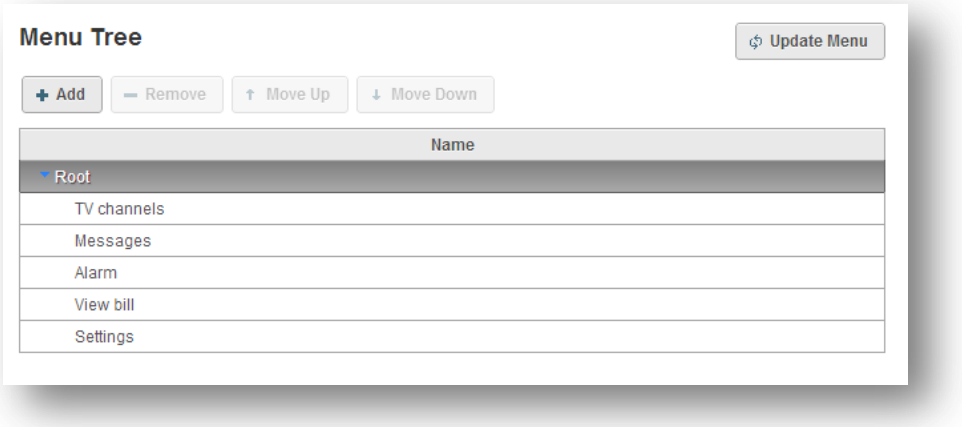
STEP 3: Press the “Publish Language” link

STEP 4: Repeat STEP 2 and STEP 3 for all languages

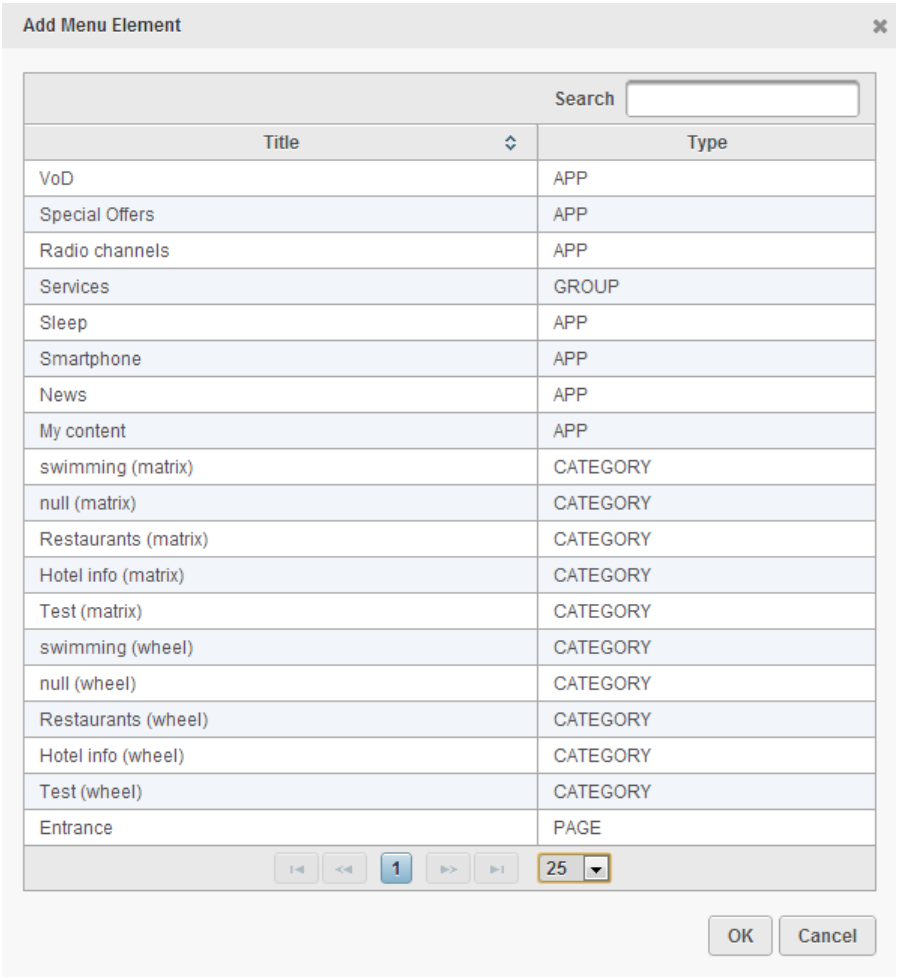
To exit press “Save and Close” button

3. MENUS

The Menus tool is used to configure the guest menu layout on the in-room TV.



To add a new item to the menu, use the button provided. Within this menu, you can also place the pages in the correct ‘categories’. See page 7



4. IMAGES

The Images section is used to upload, view and delete the three image types used within OTRUM Enterprise:

- ICONS
- MATRIX ICONS
- IMAGES

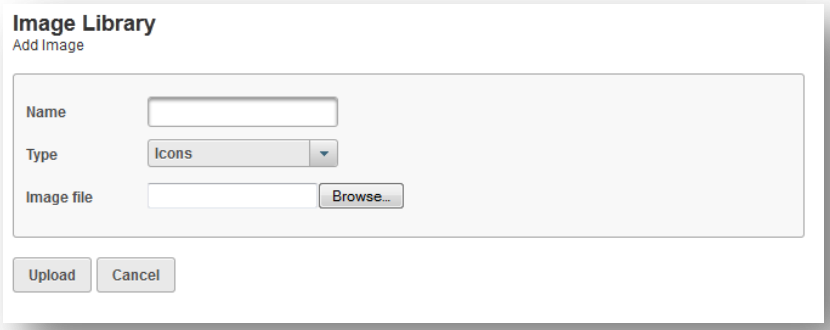
(Please see the image descriptions on page 8)

If this is the first time you are logging in to this section, then the library will be empty.

You can select each library using the dropdown provided on the right side of the screen.

A) ICONS

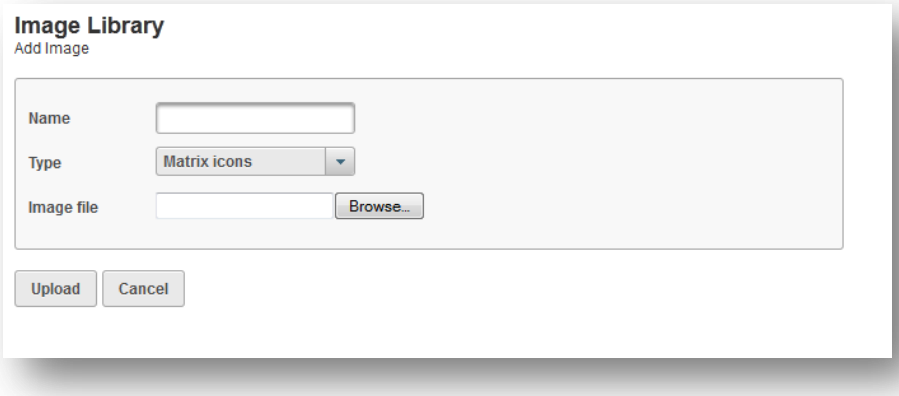
When adding a new Icon, please use the image type PNG, with the size 96x96.



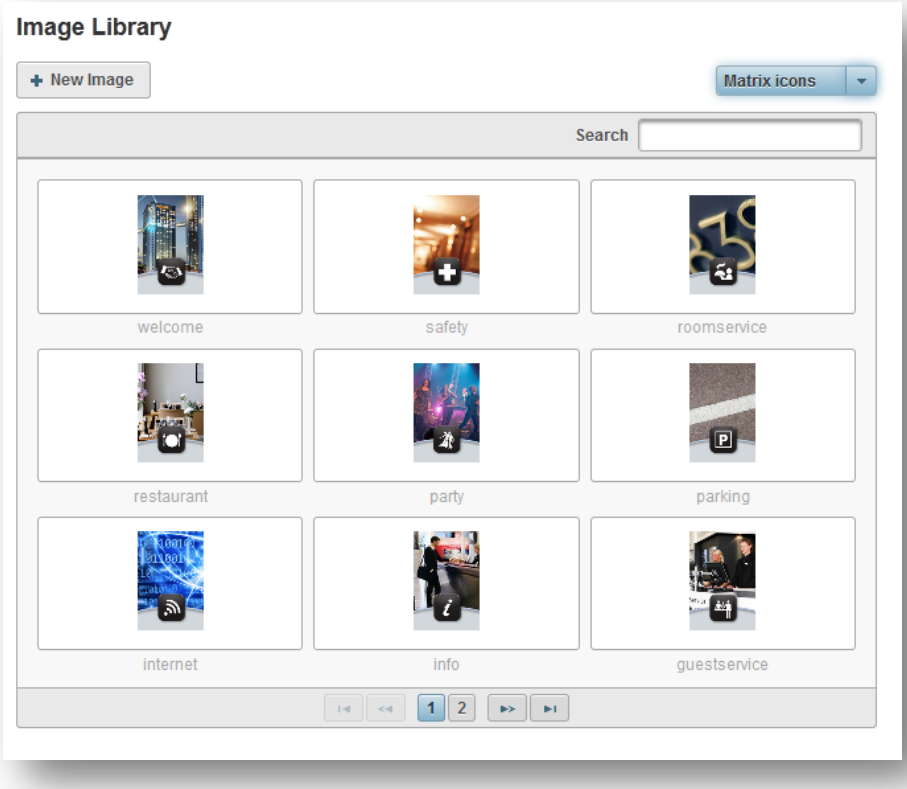
To delete an icon – just select it from the library, and use the delete function provided.

B) MATRIX ICONS

When adding a new Matrix Icon, please use the image type PNG, with the size 140 x 207.

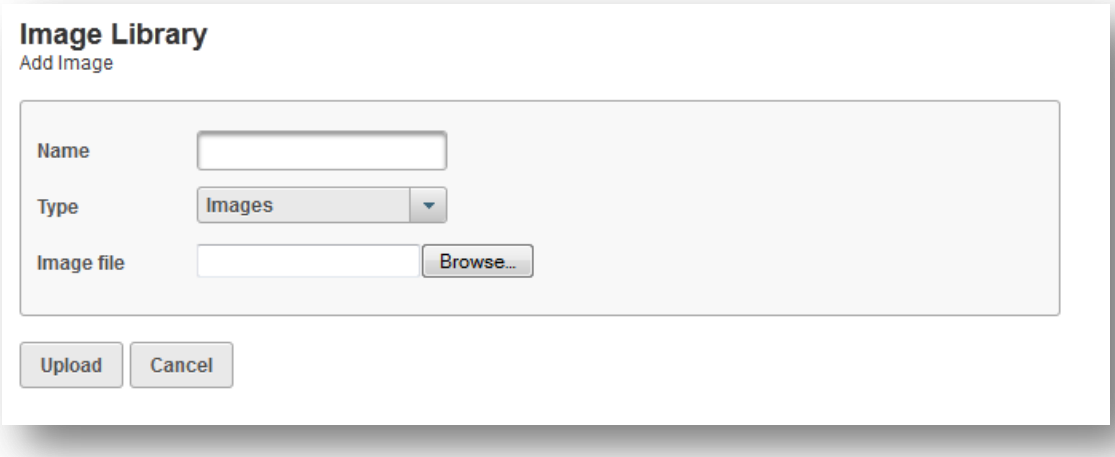


To delete a matrix icon – just select it from the library, and use the delete function provided.

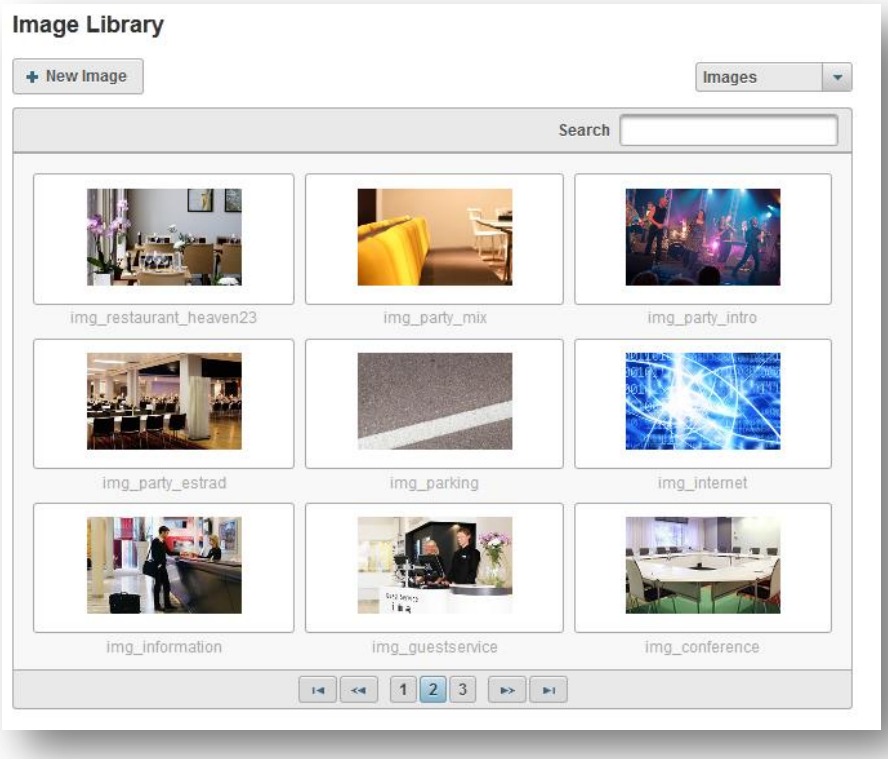


A) IMAGES

When adding a new image, please use the image type PNG, with the size 450 x 300.



To delete an image – just select it from the library, and use the delete function provided.

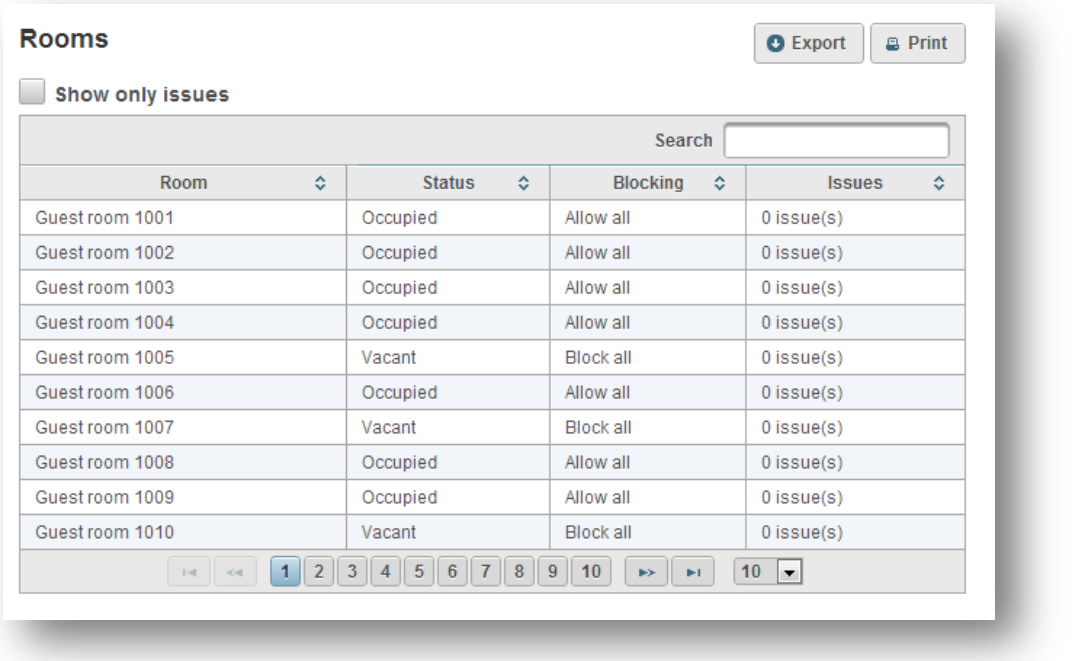


5. ROOMS

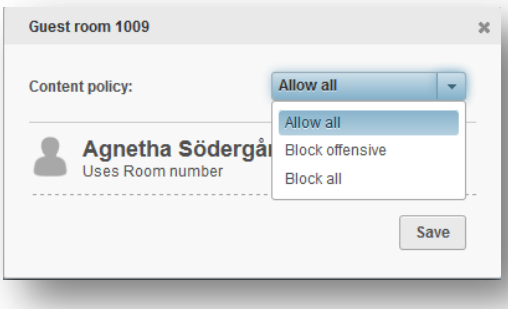
The ‘rooms’ application allows hotel staff to handle the blocking of payable and/or adult movie content on a room by room basis. In addition, the ‘rooms’ application offers access to the technical maintenance options for the room.

A. CONTENT POLICY

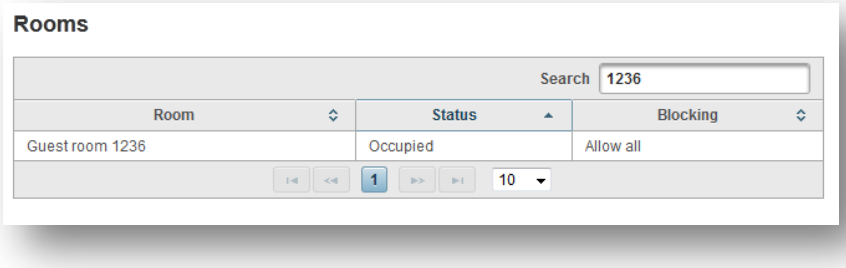
By selecting the ‘rooms’ application, a list of all rooms is shown.


Rooms
Export
Print
Show only issues
Search
Room
Status
Blocking
Issues
Guest room 1001 Occupied Allow all 0 issue(s)
Guest room 1002 Occupied Allow all 0 issue(s)
Guest room 1003 Occupied Allow all 0 issue(s)
Guest room 1004 Occupied Allow all 0 issue(s)
Guest room 1005 Vacant Block all 0 issue(s)
Guest room 1006 Occupied Allow all 0 issue(s)
Guest room 1007 Vacant Block all 0 issue(s)
Guest room 1008 Occupied Allow all 0 issue(s)
Guest room 1009 Occupied Allow all 0 issue(s)
Guest room 1010 Vacant Block all 0 issue(s)
1 2 3 4 5 6 7 8 9 10
10

To change the status of a guest room – select the room number in the left column

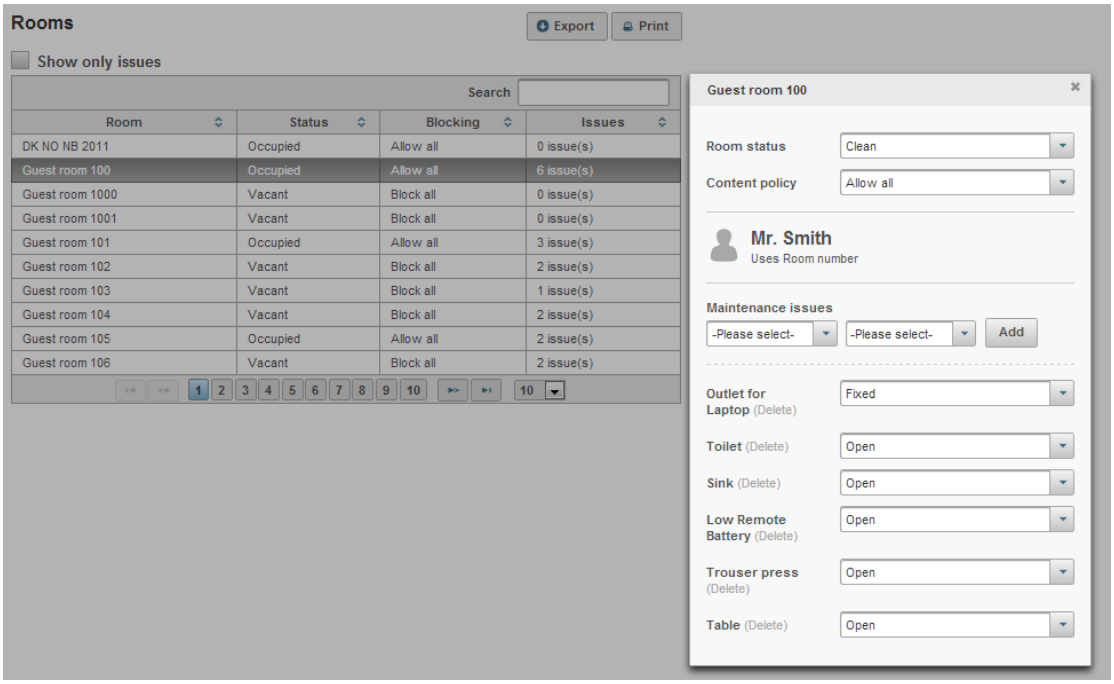


The search field can also be used to narrow down the list of rooms



B. TECHNICAL MAINTENANCE

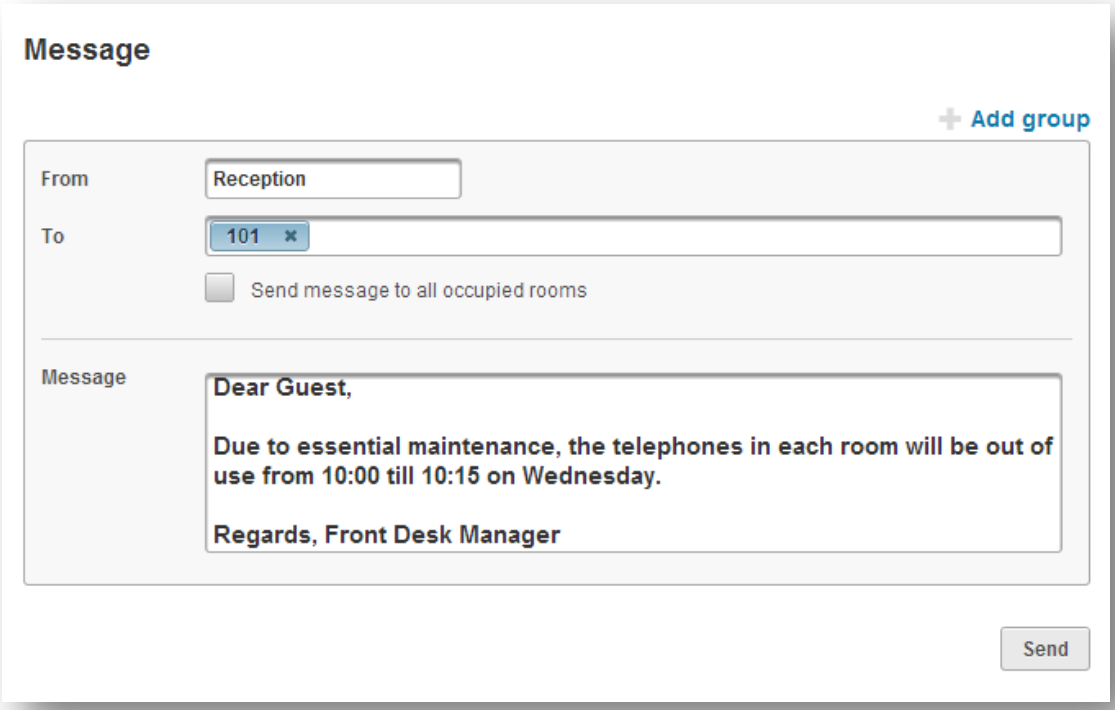
If there are open technical maintenance jobs to be completed, these are also listed at this point:



The status of the items may be changed, and if needed completed tasks may even be deleted.

6. MESSAGES

Otrum Enterprise offers a simple but effective guest communication tool, to be found under the ‘Message’ icon.



Messages will be send immediately to the selected rooms, unless it is during the ‘silent’ period setup within the server.

The Message tool also allows the hotel to ‘broadcast’ a message to all occupied rooms simultaneously. To do this, just check the box ‘Send message to all occupied rooms’.

If Group names have been used from/in the PMS, then the messages tool in Otrum Enterprise can be used to target a specific group of guests within the hotel.

7. STATISTICS

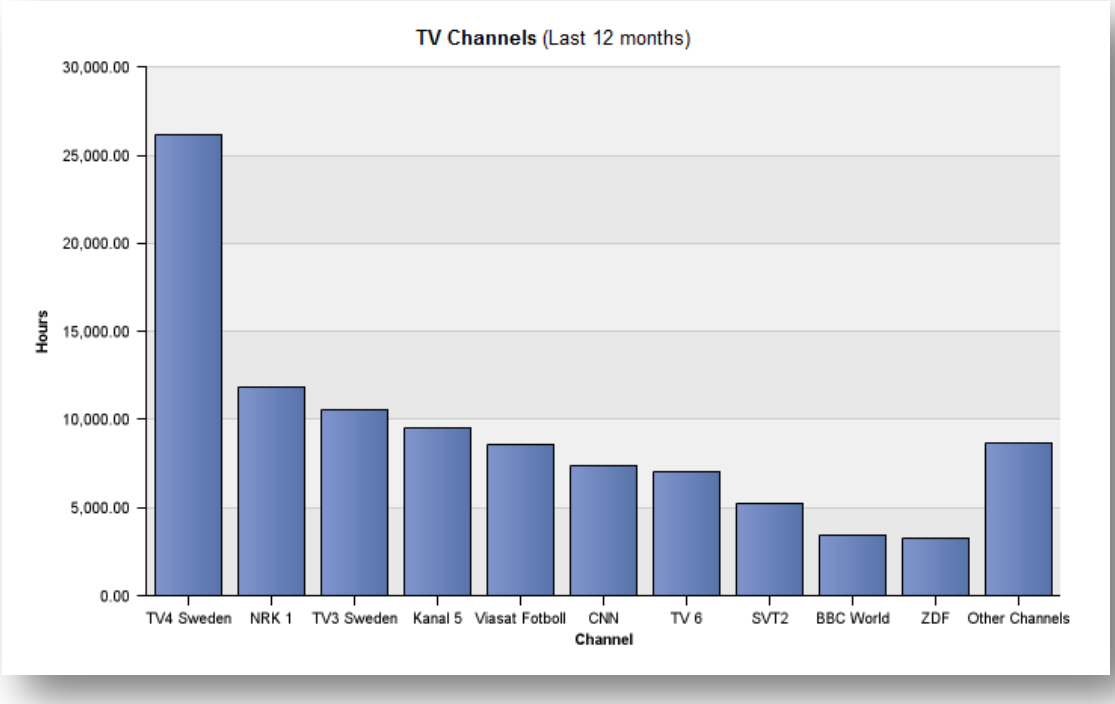
The statistics application gives an insight into the performance of the interactive TV solution within the hotel.

The application makes it possible to measure many factors, including but not limited to:

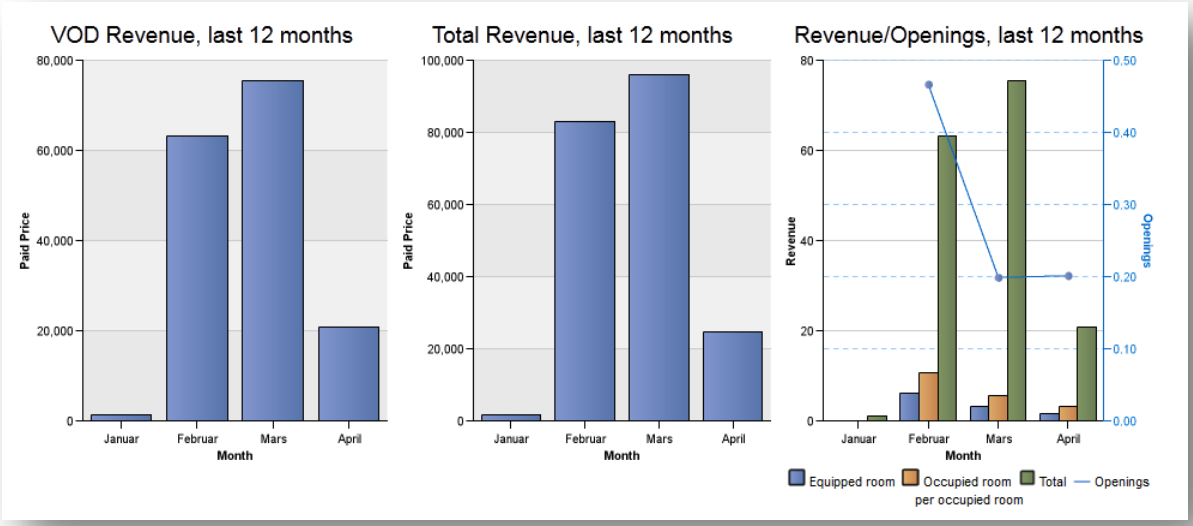
- VOD Revenues
- Pay TV revenues
- Top performing movies
- Feature Usage
- TV Channel Viewing
- Advertisement Performance

Below is an example of the advertisement performance:

This example shows the viewing levels of the available TV channels in the guest rooms.



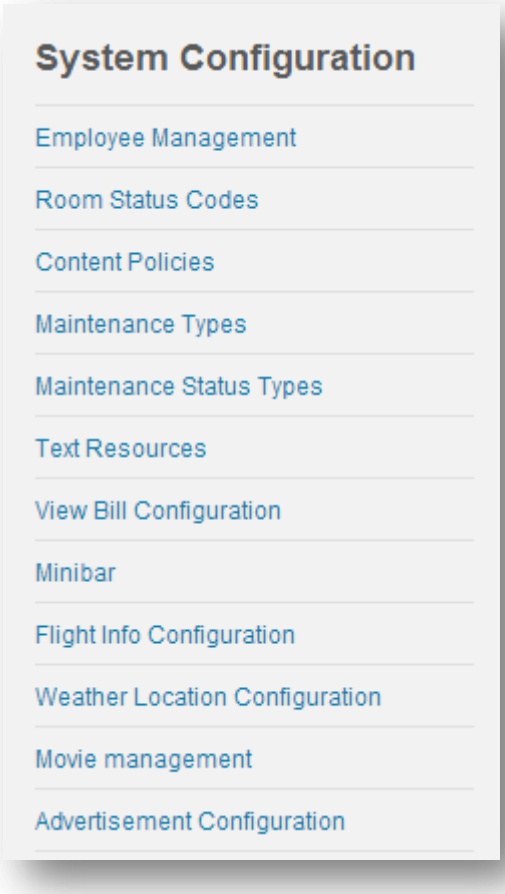
Here we see an overview of the hotel's revenue performance



8. SYSTEM CONFIGURATION

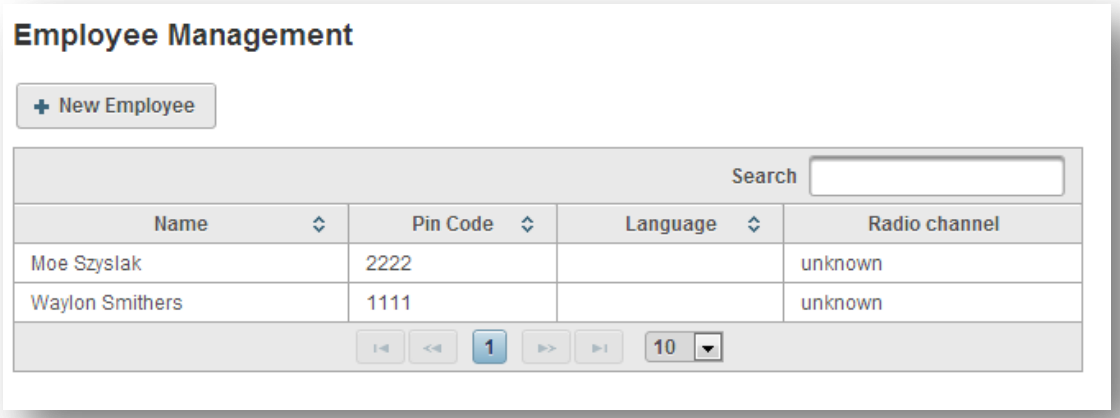
The system configuration can also be controlled through the Enterprise Web application.

The configuration options allow the system admin staff to setup the solution to meet the needs of the hotel



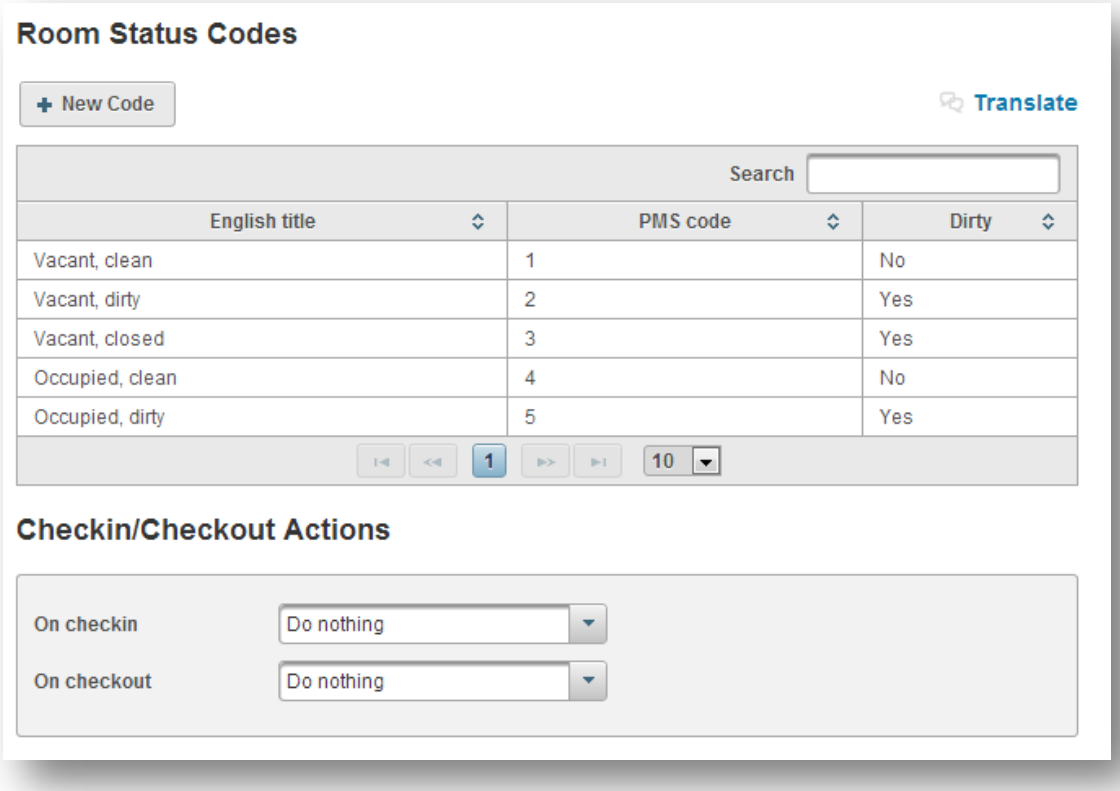
A) EMPLOYEE MANAGEMENT

Setup of housekeeping staff, their system language and the preferred radio station for background music in the room.



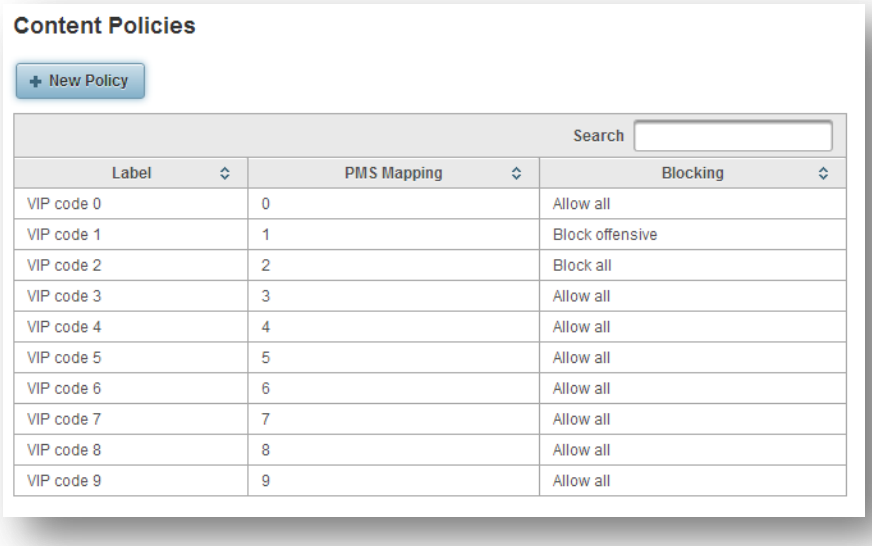
B) ROOM STATUS CODES

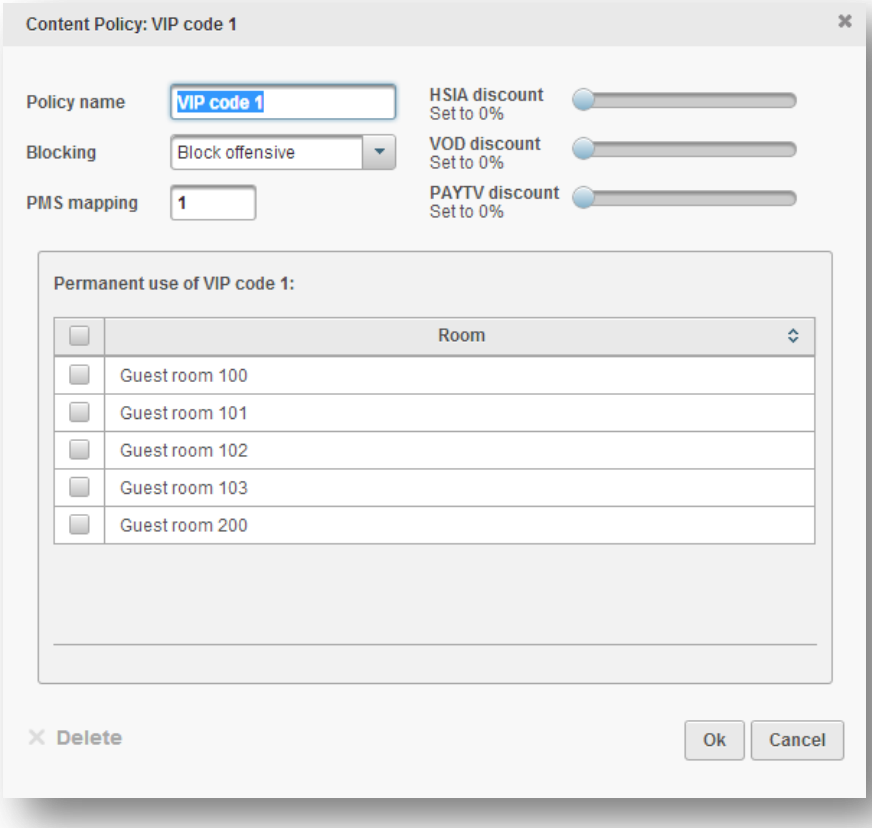
Setup of the matching room status codes found in the PMS. This ensures that the housekeeper sends the correct status to the PMS when working on a guest room.



C) CONTENT POLICIES

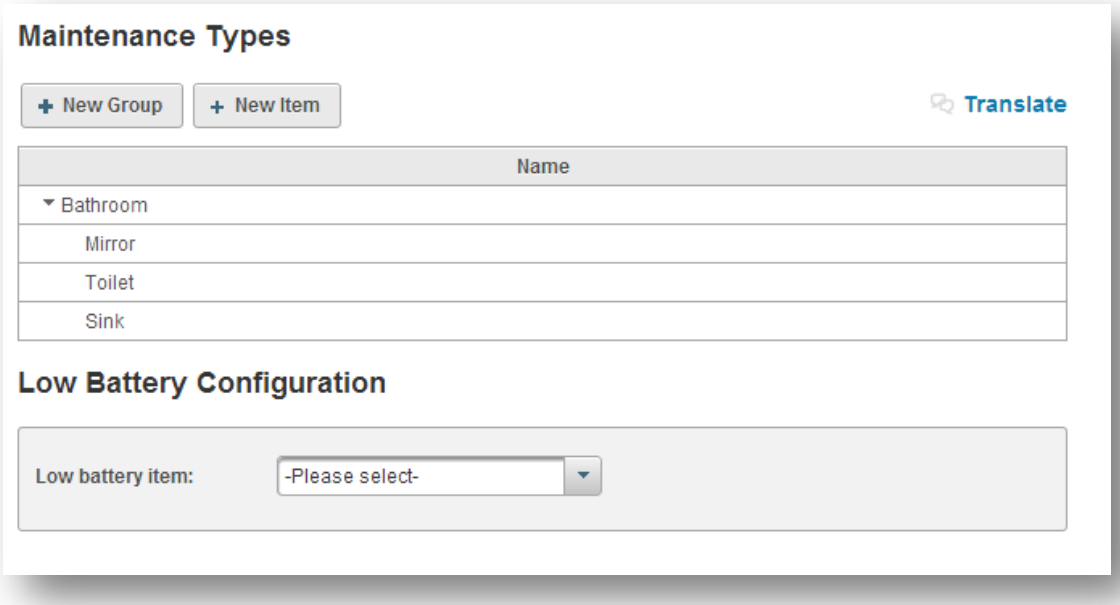
On check-in, the front desk can send 10 different VIP codes to the guest room, this setup is used to configure the behaviour of content blocking and pricing based on the VIP code. Permanent configuration can be set – i.e. if business rooms are to receive a set discount at all times.


Content Policies
+ New Policy
Search
Label
PMS Mapping
Blocking
VIP code 0 0 Allow all
VIP code 1 1 Block offensive
VIP code 2 2 Block all
VIP code 3 3 Allow all
VIP code 4 4 Allow all
VIP code 5 5 Allow all
VIP code 6 6 Allow all
VIP code 7 7 Allow all
VIP code 8 8 Allow all
VIP code 9 9 Allow all



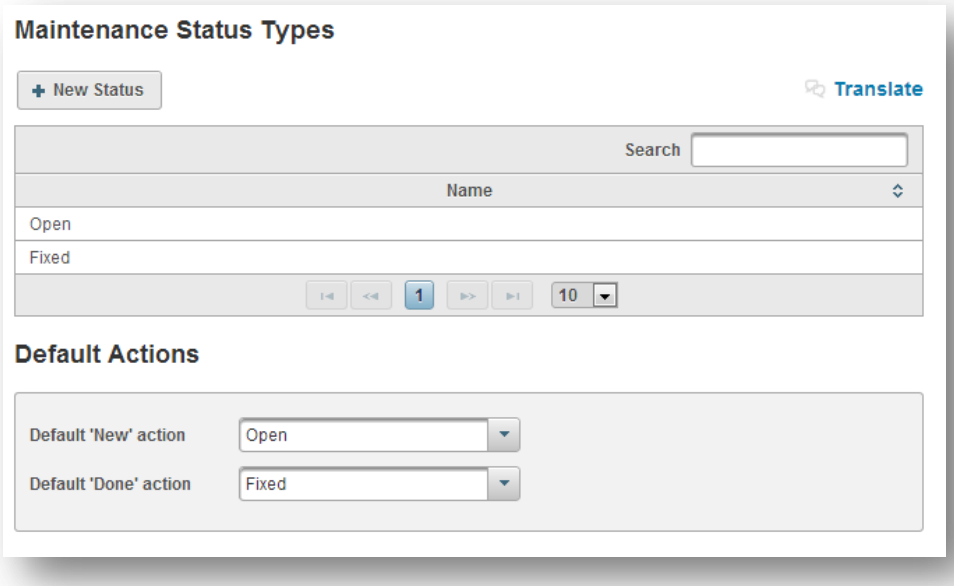
D) MAINTENANCE TYPES

This tool allows you to build a guest room inventory. The inventory is then used by the housekeepers to report broken or faulty items in the room.



E) MAINTENANCE STATUS TYPES

When a housekeeper reports a faulty item, they must choose from a list of possible problems, i.e. broken, damaged, fixed, etc. This list is configured here.

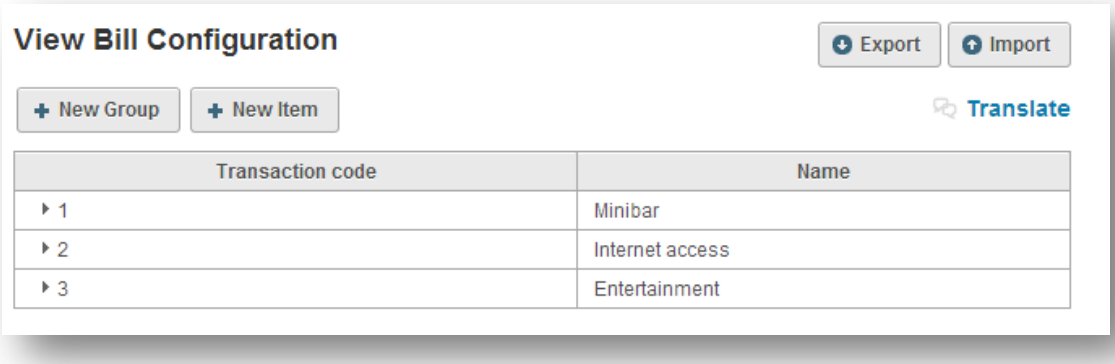


F) TEXT RESOURCES

This is a small translation tool to enable simple translation of system text into different languages.

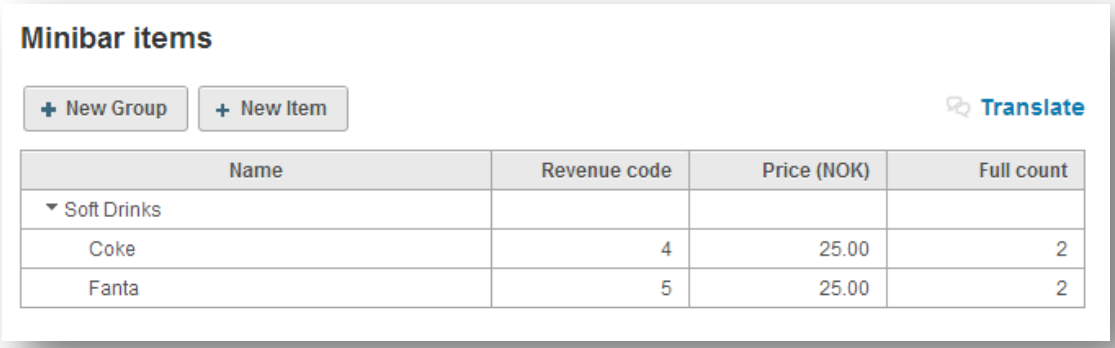
G) VIEW BILL CONFIGURATION

This setup window is used to match the transaction codes in the PMS with the real descriptions to appear on the guest's folio when they use the 'view bill' function.



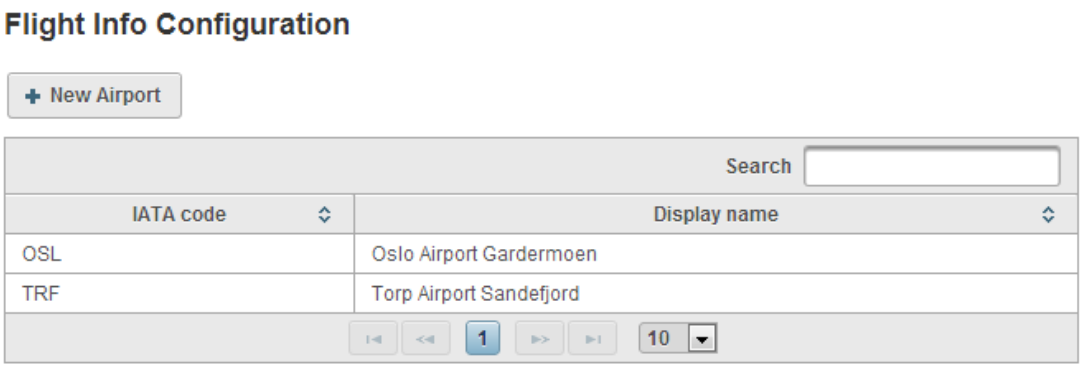
H) MINIBAR

Use this tool to build the minibar inventory, including the revenue codes for the PMS, the prices and the total quantity of each item normally found in the minibar.



I) FLIGHT INFO CONFIGURATION

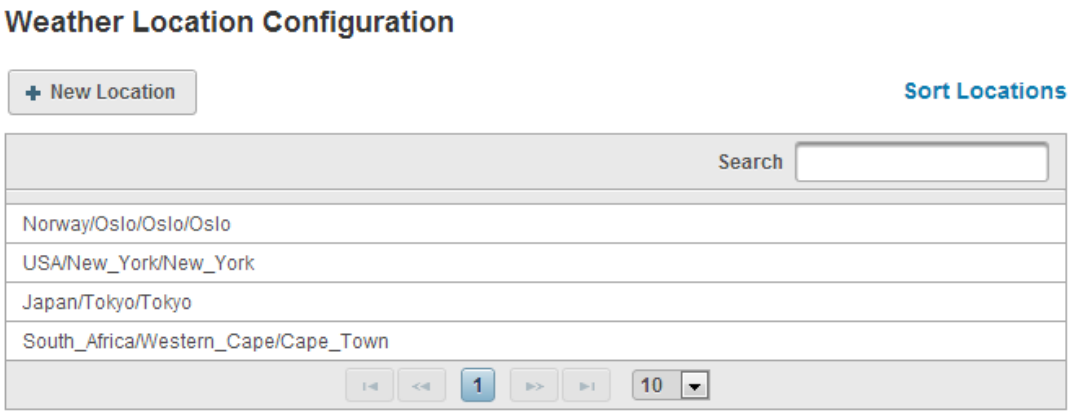
Airport arrivals and departure information can be provided on a subscription basis for the guest. The Flight Info Configuration tool allows the setup of which airports shall be included.



J) WEATHER LOCATION MANAGEMENT

Weather forecast for multiple cities can be made available to the guest. This is a subscription based service from Otrum.

The Weather Location Management tool allows the setup of which cities are to be included.



K) MOVIE MANAGEMENT

The Movie Management tool allows for the configuration of the movies to be promoted on the Otrum Enterprise main menu.

Otrum Enterprise will automatically create the artwork and insert the price. The hotel only must select which movies are to be highlighted in the menu by selecting YES or NO in the 'Promote' column.

Movie management

Search

Promote	Title	Prod. year
Yes	Wreck It Ralph	2012
No	Battleship	2012
Yes	Cloud Atlas	2012
No	Ruby Sparks	2012
Yes	Django Unchained	2012
No	Gangster Squad	2012
No	Flight	2012
No	Lincoln	2012
No	Journey 2: The Mysterious Island	2012
No	Project X	2012

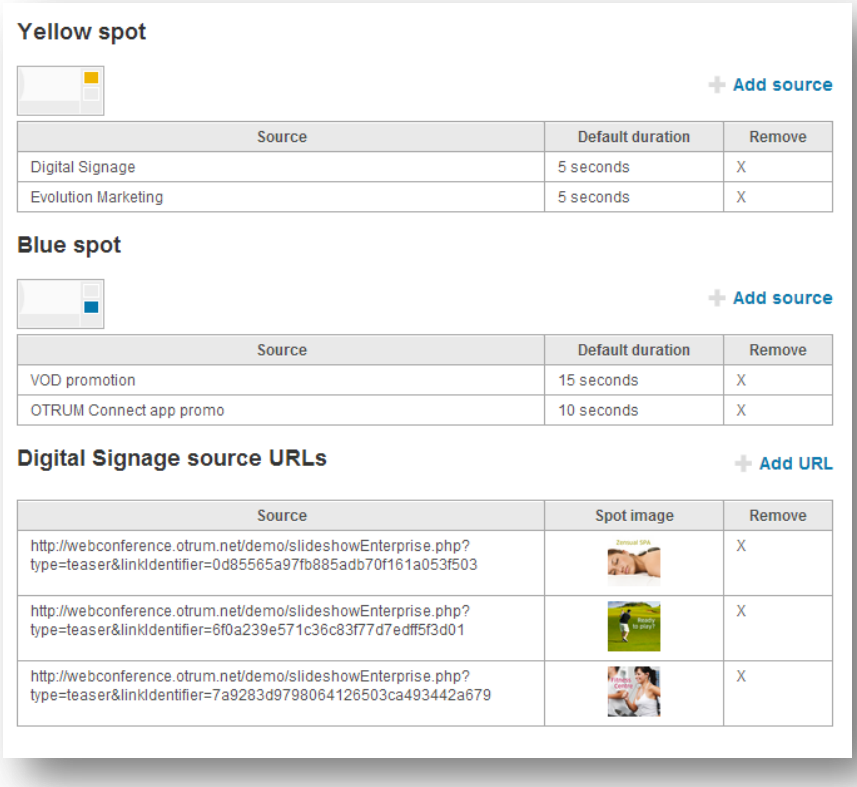
1 2 10

L) ADVERTISEMENT MANAGEMENT

With Otrum Enterprise 3.0 and later, the hotel has full control over the TOP and BOTTOM advertisements on the right side of the main menu.

4 Options are available for either position:

1) Digital Signage (Teaser and Full Screen from webconference.otrum.net)
2) Evolution Marketing (Driven from portal.evolution.otrum.net)
3) VOD Promotion (See page 28)
4) Otrum Connect (Automated advert for the iOS application)



Yellow spot

+ Add source

Source	Default duration	Remove
Digital Signage	5 seconds	X
Evolution Marketing	5 seconds	X

Blue spot

+ Add source

Source	Default duration	Remove
VOD promotion	15 seconds	X
OTRUM Connect app promo	10 seconds	X

Digital Signage source URLs

+ Add URL

Source	Spot image	Remove
http://webconference.otrum.net/demo/slideshowEnterprise.php?type=teaser&linkIdentifier=0d85565a97fb885adb70f161a053f503		X
http://webconference.otrum.net/demo/slideshowEnterprise.php?type=teaser&linkIdentifier=6f0a239e571c36c83f77d7edff5f3d01		X
http://webconference.otrum.net/demo/slideshowEnterprise.php?type=teaser&linkIdentifier=7a9283d9798064126503ca493442a679		X

Any of the 4 options can be added to either the upper or lower window at any time. Each item in the playlist has its own duration, which can be set as the new item is added to the playlist.

When adding ‘digital signage’, you will also need to add the Digital Signage source URLs from webconference.otrum.net

These URL’s you can find when you login to your area in webconference.otrum.net

Each time you ‘pair’ a teaser and a full screen image you must press ‘get Enterprise link’- this is the link that you then need to use in the ‘Advertisement Management’ in Enterprise-Web.